DOCUMENT RESUME

ED 180 430 IR 007 012

AUTHOR	Nakamoto, Kent, Comp.; Levin, Kathi, Comp.
TITLE	Marketing the Arts: A Selected and Annotated Bibliography.
INSTITUTION	Association of Coll., Univ. and Community Arts Administrators, Inc., Madison, Wis.
SPONS AGENCY	National Endowment for the Humanities (NFAH), Washington, D.C.
PUB DATE	78
NOTE	19p.
AVAILABLE FROM	ACUCAA, P.O. Box 2137, Madison, WI 53701 ($4.00, non-members; $3.00, members)
EDRS PRICE	MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	Annotated Bibliographies; Art; Audiences; *Fine Arts; *Management; *Marketing; Publicize

ABSTRACT

Compiled from the marketing, arts, and arts management literature, this selected list includes materials ranging from theoretical articles and reports of studies to practical guides for marketing techniques. It consists of three sections: Primary Sources, Secondary Sources, and Surveys. Of particular interest to the arts administrator, the first section covers six areas: (1) an overview of marketing and the arts; (2) audience development; (3) audience research; (4) audience characteristics, segmentation, and consumer behavior; (5) pricing policy; and (6) promotion. References focusing on marketing in other arts-related fields, such as arts in education or community arts agencies, are listed under Secondary Sources. In the final section, some major attitude, participation, and economic impact studies are cited. (FM)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED180430

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

MARKETING THE ARTS:

a selected and annotated bibliography

COMPILED BY
KENT NAKAMOTO AND KATHI LEVIN

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY
William M. Dawson
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

IR007012

© Copyright 1978 by the Association of College, University and Community Arts Administrators, Inc.

Preface

Faced with ever-increasing funding problems, arts organizations have begun to discover the value of marketing techniques for increasing memberships, audiences, and other earned income. One result of this development has been a need for a review of written resources on marketing the arts. This selected bibliography has been compiled from the marketing, arts, and arts management literature. A broad range of materials has been included--theoretical articles, reports of studies, and practical guides to marketing techniques.

The bibliography consists of three sections: Primary Sources, Secondary Sources, and Surveys. Primary sources are limited to readily available references discussing marketing theory or techniques applicable to the arts. Brief annotations follow these citations. The Primary Sources section is divided into six categories: 1) Marketing and the Arts: Overview, 2) Audience Development, 3) Audience (Marketing) Research, 4) Audience Characteristics, Segmentation, and Consumer Behavior, 5) Pricing Policy, and 6) Promotion.

Materials dealing with fundraising and special constituencies are excluded, as bibliographies devoted to these subjects are available elsewhere. Selected references focusing on other arts-related fields, such as arts in education or community arts agencies, but also pertaining to marketing, are listed under Secondary Sources. Also listed in this section are less accessible works, and those works that we feel duplicate more general or more recent publications. This division of references implies no quality judgment.

In the final section, we have listed a few major attitude and participation studies, and economic impact studies. The list is not exhaustive, but is meant to highlight these important areas of research. Audience surveys are excluded from this section because of the enormous number of such studies and because materials related to audience research are listed in the Primary Sources section.

While we are aware that relevant material may have been overlooked, we hope that this bibliography will be useful to anyone interested in marketing for the arts--arts administrators, marketing practitioners, marketing scholars, artists, and students.

Kent Nakamoto
Kathi Levin
September, 1978

Association of College, University and Community Arts Administrators, Inc.
P. O. Box 2137, Madison, Wisconsin 53701

MARKETING THE ARTS: A SELECTED BIBLIOGRAPHY

Primary Sources

1. Marketing and the Arts: Overview

Addizes, Ichak.
"The Cost of Being an Artist."
California Management Review, 17, No. 2 (Summer 1975), 80-84.

Analysis of the difference between business problems, notably marketing problems, facing arts organizations and those facing the profit-oriented firm, which justify continued partial subsidization of the arts, and a suggestion for implementing such subsidy.

Kirpalani, V. H.
"Marketing and the Arts: Discussion."
1974 Combined Proceedings, Chicago: American Marketing Association, 1974, 396-398.

Comments on Levy and Czepiel, "Marketing and Aesthetics" and Nielson and McQueen, "Performing Arts Consumer Behavior: An Exploratory Study." Some interesting comments on the aesthetic continuum proposed by Levy and Czepiel and suggestions for further research.

Kotler, Philip.
"A Generic Concept of Marketing."
Journal of Marketing, 36 (Apr. 1972), 46-54.

Marketing concepts and techniques should be applied to transactions between an organization and all its publics. Theoretical axiomatic approach to construction of marketing model.

Kotler, Philip.
Marketing for Nonprofit Organizations.
Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1975.

Textbook of marketing, much of whose conceptual material was adapted from Kotler's standard marketing text, "Marketing Management: Analysis, Planning and Control." Includes material dealing with application of marketing techniques to specific nonprofit sectors, and several case studies.

Kotler, Philip.
Marketing Management: Analysis, Planning, and Control, 3rd ed.
Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1976.

Standard marketing textbook, directed mainly at private sector, profit-oriented firms. However, includes more detailed discussions of marketing topics than his "Marketing for Nonprofit Organizations."

Kotler, Philip, and Levy, Sidney J.
"Broadening the Concept of Marketing."
Journal of Marketing, 33 (Jan. 1969), 10-15.

An argument for the need to consider marketing and its techniques in a broader context, i.e., as relevant to all organizations having customer groups.

Laczniak, Gene R., and Murphy, Patrick E.
"Marketing the Performing Arts."
Atlanta Economic Review, 27, No. 6 (Nov.-Dec. 1977), 4-9.

Analysis of implications of differences in marketing problems faced by performing arts organizations and profit sector firms, and development of a planning and control model for marketing the performing arts.

Levitt, Theodore.
"Marketing Myopia."
Harvard Business Review, 53, No. 5 (Sept.-Oct. 1975), 26-44; 173-181.

A classic article pointing out the need for organizations to take a broader look at their business and develop products aimed at customer needs and desires, rather than concentrating only on specific present products.

Levy, Sidney J., and Czepiel, John A.
"Marketing and Aesthetics."
1974 Combined Proceedings, Chicago: American Marketing Association, 1974, 386-391.

Discussion of various relationships between marketing and aesthetics, including marketing the arts. The authors note the need for arts organizations to employ marketing methods.

Lovelock, Christopher H., and Weinberg, Charles B.
"Contrasting Private and Public Sector Marketing."
1974 Combined Proceedings, Chicago: American Marketing Association, 1974, 242-247.

Marketing management implications of the nature of public sector organizations (e.g., nonprofit, service) and consideration of marketing differences within the public sector.

Raymond, Thomas C., and Greyser, Stephen A.
"The Business of Managing the Arts."
Harvard Business Review, 56, No. 4 (July-Aug. 1978), 123-132.

Outlines the "prerequisites for survival" for arts organizations, discussing the need for clear organizational purpose, sound organization, improved financial and marketing management, and realistic planning.

Shapiro, Benson P.
"Marketing for Non-Profit Organizations."
Harvard Business Review, 51, No. 5 (Sept.-Oct. 1973), 123-132.

Discussion of the application of marketing techniques to the non-profit sector. Identifies marketing tasks of the organization--resource attraction, resource allocation, and persuasion--and describes the use of traditional marketing mix components (communication, distribution, pricing, and product) in their performance.

Weinberg, Charles B.
"Building a Marketing Plan for the Performing Arts."
ACUCAA Bulletin, Supplement No. 58, Madison, Wisconsin: Association of College, University and Community Arts Administrators, Inc., 1977.

Analysis of how marketing research and plans can be used by arts organizations. Outline of marketing plan is included with discussion of marketing research used by the American Conservatory Theater (ACT) in San Francisco as an illustration.

II. Audience Development

Dawson, William M.
A Residency Handbook.
Madison, Wisconsin: Association of College, University and Community Arts Administrators, Inc., 1975.

Comprehensive guide to the presentation of performing artist residencies, from planning to follow-up.

Michaelis, Donald.
"Divergent Views on Promoting the Performing Arts."
ACUCAA Bulletin, Supplement No. 48, Madison, Wisconsin: Association of College, University and Community Arts Administrators, Inc., 1976.

The author draws from experience as administrative director of the Guthrie Theatre to suggest strategies for audience development. Particular emphasis on building relationships with audience members and on reaching nonattenders.

Morison, Bradley G., and Fliehr, Kay.
In Search of an Audience.
New York: Pitman Publishing Corp., 1968.

Audience development strategies for major regional performing arts institutions based on the case of the Tyrone Guthrie Theater in Minneapolis.

Nielsen, Richard P.
"Types of Theatre Information and Marketing--Audience Development Among the Alienated."
Performing Arts Review, 4, Nos. 1-2 (Spring-Summer 1973), 44-57.

Report of a study concerning types of information effective in changing attitudes toward the performing arts among the alienated. Discusses audience development implications of the findings.

Palatsky, Gene.
"The Establishment of a Loyal, Devoted Subscription Audience is What We are Working at Successfully."
Dance Magazine Annual, 1969, 134.

Basic description of audience development program begun in 1968 by the Pennsylvania Ballet. Detail of subscription series and promotional campaign using mailing lists, advertisements, brochures, and discount plans.

Reiss, Alvin H.
"A Marketing Challenge: Finding New Audiences for the Arts."
The American Way, 7, No. 2 (Feb. 1974), 25-29.

Describes several arts organizations' efforts to reach new audiences through special programming, pricing, and promotion directed at target markets.

III. Audience (Marketing) Research

Abbey, D.C., and Cameron, Duncan F.
The Museum Visitor:
I. Survey Design
II. Survey Results
III. Supplementary Studies
Reports from Information Services 1 - 3.
Toronto, Ontario, Canada: Royal Ontario Museum, 1959-61.

Detailed description of methodology and results of visitor survey conducted by the Royal Ontario Museum.

Addington, David W.
"Varieties of Audience Research: Some Prospects of the Future."
Educational Theatre Journal, Dec. 1974, 482-487.

Review of experimental psychological approach to audience studies, dealing with such aspects as physiological indicators and attitude change induced by theatrical performances.

Adler, Lee.
"How to Hire a Marketing Research Agency."
Sales Management, 3 Nov. 1975, 105-107.

Guidelines on how to prepare for approaching marketing research firms, and suggestions on what to look for in selecting a firm.

Adler, Lee.
"Working with Research Agencies."
Sales Management, 8 Dec. 1975, 76-78.

Pointers on developing a successful working relationship with a marketing research firm after selecting one.

Babbie, Earl R.
Survey Research Methods.
Belmont, California: Wadsworth Publishing Co., 1973.

Introductory text on survey research. Somewhat more rigorous than text by Warwick and Lininger (see below).

Blankenship, A. B., and Barker, Raymond F.
"The Buyer's Side of Marketing Research."
Business Horizons, 16, No. 4 (Aug. 1973), 73-80.

What to look for in a marketing research proposal from a firm, what information the firm will need to draw up the proposal, and pointers on evaluating the research firm are described.

Cameron, Duncan F., and Abbey, David S.
"Museum Audience Research."
Museum News, 40, No. 2 (Oct. 1961), 34-38.

Description of types of audience research, problems which have traditionally limited its use in many organizations, and research being done at the Royal Ontario Museum.

Cameron, Duncan F., and Abbey, David S.
"Visits Versus Visitors: An Analysis."
Museum News, 39, No. 3 (Nov. 1960), 34-35.

Discussion of the need to differentiate between total attendance and number of different people visiting museums, when measuring program effectiveness.

Foundation for the Extension and Development of the American Professional Theatre.
Audience Survey Guidelines and Samples.
New York: Foundation for the Extension and Development of the American Professional Theatre.

Gives compact list of tips for designing better questionnaires, representative list of questions, and samples of short surveys and cover letters. Available from FEDAPT, 165 W. 46th St., New York, NY 10036 (80¢ + 15¢ postage and handling).

Levine, Matt.
"Increasing Attendance by Knowing Your Market Better."
Auditorium News, Oct. 1977, 8-10.

Points out specific questions which should be researched by a facility manager to obtain useful marketing information.

Loomis, Ross.
"Please! Not Another Visitor Survey."
Museum News, 52, No. 2 (Oct. 1973), 20-26.

Critical analysis of use and limitations of museum surveys, and guidelines for developing effective audience research.

Mabry, Michael, and Ziegler, J. Wesley.
Toward a New Audience.
New York: Theater Communications Group, 1967.

Somewhat out-of-date view of attendance motivations and audience segmentation.

Mann, Peter H.
"Surveying a Theatre Audience: Methodological Problems."
British Journal of Sociology, 17, No. 4 (Dec. 1966).

Description of procedures used to conduct an audience survey by a British repertory theater. Detailed explanation of the survey operation including background, questionnaire content and administration, format, coding, and factors affecting response, provide easy adaptability to other settings. Samples included. For results see Mann, Peter H., "Surveying a Theatre Audience: Results," British Journal of Sociology, January, 1967.

Michaelis, Donald.
Outline of Audience Research.
Material from 20th Annual ACUCAA Conference, December, 1976. Madison, Wisconsin: Association of College, University and Community Arts Administrators, Inc., 1976.

An outline dealing with the various aspects of marketing research. Useful as a possible checklist in the development of a marketing research project.

Miller, Sally M.
"Research Saves the Arts Administrator."
Performing Arts Review, 5, Nos. 3-4 (Fall-Winter 1974), 185-198.

Discusses the need for research and role of various types of research in arts organizations, including audience surveys, economic studies, feasibility and planning studies, and evaluative studies.

Myers, James H., and Forgy, Edward W.
"Getting More Information from Customer Surveys."
California Management Review, 18, No. 2 (Winter 1975), 66-72.

Discusses methods for using customer survey data to define determinant attributes useful in product positioning. Although designed for the profit sector, the discussion is useful for anyone undertaking marketing research.

Tauber, Edward M., and Weissenberg, P.
"Audience Development for Community Theater."
Performing Arts Review, 2, No. 3 (1971), 525-534.

Discussion of word-of-mouth communication through opinion leaders as an audience development technique.

Thompson, Richard.
"Market Analysis in the Performing Arts."
Theatre Crafts, 4, No. 5 (Oct. 1970), 27-30.

Argues that information concerning the size of the performing arts industry is needed to raise legislators' and manufacturers' awareness of opportunities in this field.

Warwick, Donald P., and Lininger, Charles A.
The Sample Survey: Theory and Practice.
New York: McGraw-Hill, 1975.

Text for beginners dealing with the survey research process, assuming little statistical background. Topics include planning of the survey, questionnaire design, sample selection, bias, interviewing, coding, analysis, and reporting of findings. Includes a fairly detailed illustrative example.

IV. Audience Characteristics, Segmentation and Consumer Behavior

Cameron, Duncan F., and Abbey, David S.
"Museum Audience Research: The Effect of an Admission Fee."
Museum News, 41, No. 3 (Nov. 1962), 25-28.

Results of audience studies designed to measure effects of admission fees on audience composition and size. In the case of the Royal Ontario Museum the institution of a low admission fee had no discernable effect.

DiMaggio, Paul, Useem, Michael, and Brown, Paula.
Studies of Performing Arts and Museum Audiences: A Critical Review.
Washington, D.C.: National Emdowment for the Arts, Research Division Report #9.

Investigators collected 270 studies, analyzed age, educational background, occupation, income, ethnicity and other characteristics, and explored methodology and its relationship to results obtained. Followed by a discussion of the uses of the studies by their sponsoring organizations and assessment of study impact on policy determination. Includes authors' conclusions and recommendations.

The Ford Foundation.
The Finances of the Performing Arts, Vol. II.
New York: The Ford Foundation, 1974.

Audience surveys conducted by the Ford Foundation to measure size, characteristics, attitudes, and motivations of audiences and discusses the managerial implications of their findings.

Heitmann, George, and Crocken, W. E.
"Theatre Audience Composition, Preferences, and Perceptions."
California Management Review, 19, No. 2 (Winter 1976), 85-90.

Report of a Pennsylvania State University audience survey, with an interesting discussion of the use and implications of audience profiles.

Kaali-Nagy, Christina, and Garrison, Lee C.
"Profiles of Users and Nonusers of the Los Angeles Music Center."
California Management Review, 15, No. 2 (Winter 1972), 133-143.

Report of a survey of UCLA Extension students profiling demographics and other activities of performing arts attenders and nonattenders.

Mann, Peter H.
"Surveying a Theatre Audience: Results."
British Journal of Sociology, 18, No. 1 (Jan. 1967).

Results of audience survey to determine demographic characteristics and opinions on theater of regular and casual attenders of a British repertory theater. See Mann, Peter H., "Surveying a Theatre Audience: Methodological Problems," British Journal of Sociology, Vol. XVII, No. 4, December, 1966, for survey procedures.

National Research Center for the Arts, Inc., and Associated Councils of the Arts
Americans and the Arts: A Survey of Public Opinion.
New York: American Council for the Arts, 1975.

Nationwide survey conducted by Louis Harris organization affiliate to study opinions about, attitudes toward, and participation in the arts.

Nielsen, Richard P., and McQueen, Charles.
"Performing Arts Consumer Behavior: An Exploratory Study."
1974 Combined Proceedings, Chicago: American Marketing Association, 1974, 392-395.

Summary of findings and "propositions/speculations" resulting from the authors' studies in Champaign and Urbana, Illinois. (See other citations of Nielsen, Richard P., et al.)

Nielsen, Richard P., Nielsen, Angela B., and McQueen, Charles.
"Attendance Types of Performing Arts Events and Explanations for Attendance and Non-Attendance."
Performing Arts Review, 6, No. 1 (1975), 43-69.

Based on statistical analysis of survey data, identifies types of events perceived as a class by audiences and characteristics of attenders and non-attenders for each event type.

Nielsen, Richard P., and Nielsen, Angela B.
"Performing Arts Audience Segments--A Case Study."
Performing Arts Review, 6, No. 2 (1975-76), 301-312.

Report of an audience segmentation study of the Champaign and Urbana area of Illinois. Identifies arts audience segments attracted to various performance types. Notes the benefits and limitations of audience segmentation analysis.

Nielsen, Richard P., and Nielsen, Angela P.
"A Generalized Value, Instrumentality, Sanction Performing Arts Audience Attitude Model."
Performing Arts Review, 6, No. 3 (1975-76), 399-406.

Discussion of an audience attitude model and its applications in program design.

Ryans, Adrian B., and Weinberg, Charles B.
"Consumer Dynamics in Nonprofit Organizations."
Journal of Consumer Research (forthcoming).

Statistical analysis of theater attendance behavior of subscribers to the American Conservatory Theater. Raises questions about the applicability of the gradually increasing involvement hypothesis. Managerial implications with respect to subscription sales and contributions are discussed.

V. Pricing Policy

Book, S. H., and Globerman, S.
"An Economic Analysis of Museum Attendance."
Performing Arts Review, 4, Nos. 1-2 (Spring-Summer 1973), 61-67.

Report of study analyzing determinants of museum attendance. Specific discussion of pricing policy implications.

DeKorte, Marc.
"Pricing the Product."
ACUCAA Bulletin, Supplement No. 59, Madison, Wisconsin: Association of College, University and Community Arts Administrators, Inc., 1977.

Discussion of pricing strategy development through demand analysis and cost-volume analysis with consideration of the role of audience expectation, location, and artist, and audience segmentation.

Gustafson, Joel F.
"To Charge or Not to Charge."
Museum News, 40, No. 6 (Feb. 1962), 17-20.

Argument for the need and desirability of charging at least a nominal admission fee to museums, based on the author's survey and discussions with directors of various museums, zoos, and planetaria.

O'Hare, Michael.
"Why Do People Go to Museums? The Effect of Prices and Hours on Museum Utilization."
Museum, 27, No. 3 (1975), 134-146.

Report of an experimental study done at the Boston Museum of Fine Arts. Includes discussion of the application of marketing research findings in the context of the goals of the organization.

Wharton, John F.
"Mythology of Ticket Selling."
Theater Design and Technology, Feb. 1967, 5-9.

Analysis of the Broadway Theater ticket pricing and sales system and arguments for the need to change it and the legislation governing it. Followed by a short discussion of flexible pricing.

VI. Promotion

Biegel, Len, and Lubin, Aileen.
Mediability: A Guide for Nonprofits.
Washington, D.C.: Taft Products, Inc., 1975. Available from Taft Products, 1000 Vermont Ave., N.W., Washington, DC 20005. ($7.50 + .50 postage and handling.)

Description of the print and broadcast media, their uses, and how to use them. Also general information on conducting media campaigns.

Boersma, Larry.
"Some Hot Tips on the Membership Market."
Museum News, 51, No. 8 (Apr. 1973), 16-17.

Points out some possible uses and benefits of computerized record keeping in a museum setting. Applicable to anyone considering computerized mailing and membership lists.

Burke, Clifford.
Printing It.
Berkeley, California: Wingbow Press, 1972.

Nontechnical description of printing processes and graphic techniques, including ideas for low-cost production of printed materials.

Chesley, Kenneth L.
"How to Develop a Basic Museum Membership Program by Mail."
Museum News, 46, No. 1 (Sept. 1967), 31-34, and 46, No. 2 (Oct. 1967), 28-29.

Outlines 20 steps to be used in the design, execution and evaluation of a museum membership program.

Colombi, Christopher.
How-To Guide for Publicity. 2nd ed.
Cleveland, Ohio: Cleveland Area Arts Council, 1976.

A comprehensive introduction to dealing with print and broadcast media from establishing contacts to copy preparation and composition rules. Includes sample releases and a glossary of terms. Available from Sally Bemis, Cleveland Area Arts Council, 108 The Arcade, Cleveland, OH 44114. ($2.00 + .50 postage and handling.)

Cottam, Richard M., and Umansky, Martin
Media Handbook for the Arts.
Kansas City, Missouri: Mid-America Arts Alliance, 1973.

Short, comprehensive guide to promotion campaigns, covering electronic and print media, direct mail, budgeting, promotional committees, and simple composition rules for writing press releases and public service announcements. Available from Mid-America Arts Alliance, 2440 Pershing Road, Suite G-50, Crown Center 3, Kansas City, MO 64108.

Diggle, Keith.
Marketing the Arts.
London: Centre for the Arts and Related Studies, The City University, 1976.

Sketchy background materials on marketing and its applications to the arts, followed by more detailed, "practical" discussions of advertising and public relations.

Ferguson, Marie D.
"Do-It-Yourself Design."
Museum News, 56, No. 4 (March/April 1978), 38-41.

Description of how combined efforts of an outside advertising firm and in-house services can produce well-designed brochures and printed material with an emphasis on keeping costs and staff time to a minimum. Applicable to all types of organizations.

Foundation for the Extension and Development of the American Professional Theatre.
Subscription Guidelines.
New York: Foundation for the Extension and Development of the American Professional Theatre, 1977.

Presents rationale for subscription campaign, a detailed report of the subscription campaign of the Actors Theatre of Louisville including budgets and timetables, two other shorter campaign outlines, and samples of subscription campaign forms and mailing pieces from various theaters. Available from FEDAPT, 165 W. 46th St., New York, NY 10036. ($7.50 + .75 postage and handling.)

Friedlander, Harold.
"Billboards and Posters for the Stage."
Theatre Crafts, 4, No. 2 (March/April 1970), 22.

Description of various printed promotional materials from the printer's view, including an introduction to outdoor advertising. All examples drawn from New York City.

Gelb, Peter.
"Novel Ways to Sell the Arts."
ACUCAA Bulletin, Supplement No. 60, Madison, Wisconsin: Association of College, University and Community Arts Administrators, Inc., 1977.

Discussion of effective use of promotional channels (television, brochures, press releases, artists interviews, commercials, etc.) to aid in audience development and ticket sales. Examples of publicity and advertising efforts as applied to classical musicians are included.

Hanssens, Dominique M.
"Evaluating Media Effectiveness in the Marketing of Arts Organizations."
Proceedings, 1978 UCLA Conference of Professional Arts Managers,
Los Angeles, CA: University of California, Los Angeles, (forthcoming).

Relative effectiveness of eight advertising media was examined for 237 programs sponsored by the UCLA Department of Fine Arts Productions. Using multiple regression analysis, identifies most effective media for various types of events and ticket types (series, discount, etc.).

Newman, Danny.
Subscribe Now! Building Arts Audiences Through Dynamic Subscription Promotion.
New York: Theatre Communications Group, Inc., 1977.

Exhaustive discussion of the need for subscription ticket sales, and various promotion techniques for selling them including discounts, group sales, advertising, direct mail, support group activities, etc.

SECONDARY SOURCES

American Council for the Arts. Community Arts Agencies: A Handbook and Guide. New York: American Council for the Arts, 1978. Available from ACA, 570 Seventh Ave., New York, NY 10018. $12.50 postpaid.

Andrews, Francis S. "How to Prospect for Museum Membership." Museum News, 45 (Nov. 1966), 28-30.

Ashford, Gerald Everyday Publicity: A Practical Guide. New York: Law-Arts Publishers, 1972. Available from Law-Arts Publishers, 453 Greenwich St., New York, NY 10013. $6.95 + .60 postage and handling

Banks, Rose L. "The Museum and the Community." Museum News, 40 (Apr. 1962), 17-21.

Baumol, William J. and Bowen, William G. Performing Arts--The Economic Dilemma. New York: Twentieth Century Fund, 1966.

Brewer, G. "In the Beginning There Was Hope." Opera News, 37 (20 Jan. 1973), 10-13.

Broadcasting Publications. Broadcasting Yearbook. Washington, D.C.: Broadcasting Publications, published annually.

Chamberlain, Betty. The Artist's Guide to His Market. New York: Watson-Guptill, 1970.

Clay, Roberta. Promotion in Print: A Guide For Publicity Chairmen. New York: A. S. Barnes and Company, 1970.

Counts, Charles. Encouraging American Craftsmen. Washington, D.C.: U.S. Government Printing Office, 1973.

Editor & Publisher Co. Editor & Publisher International Year Book. New York: Editor & Publisher, published annually.

Eek, Nathanial S. Attitudes Towards Playgoing in a Selected Contemporary Audience. Unpublished Ph.D. thesis, Ohio State University, 1959.

Farrell, Joseph. "Research and the Arts." Studies in Art Education, 16, No. 2 (1975), 37-41.

Fisk, George. Leisure Spending Behavior. Philadelphia: University of Pennsylvania Press, 1963.

Gains, J. "How to Prepare Spot Announcements for Radio and TV Stations." Music Educators Journal, February 1976, 94-95.

Garrison, Lee C., Jr. "The Needs of Motion Picture Audiences." California Management Review, 15, No. 2 (Winter 1972), 144-152.

Gravelsmill, William J. "Museums and the Performing Arts." Museum News, 45 (Jan. 1967), 29-32.

Greater Birmingham Arts Alliance. Publicity Guidelines. Available from Greater Birmingham Arts Alliance, P. O. Box 3325, Birmingham, AL 35205. Free.

Guggenheim, B. "What the Telephone Directory Says About You." Media Decisions, November 1975, 12, 14, 18.

Hall, Deborah. The Guthrie Winter Ticket: Case Study of a Promotional Campaign Experiment. Unpublished Masters Thesis, University of Wisconsin-Madison, 1976.

Holmes, A. "Hottest Ticket Around, Houston's Opera Program for Students." Opera News, 38, No. 17 (2 Mar. 1974), 8-9.

Holmstock, Toni. "Publicity, Public Relations and Advertising." Dance Magazine, Nov. 1952, 40-41.

Johnson, D. A. "Brochures: The Start is Design of a Process." AIA Journal, 63, No. 5 (May 1975), 50.

Kauffman, Stanley. "The Changing Audience for the Changing Arts." The Arts: Planning for Change. New York: Associated Councils of the Arts, 1966.

Lovelock, Christopher H. "Marketing Consumer Services: Insights from the Public and Private Sectors." Proceedings, Seminaire de Recherche en Marketing. Aix-en-Provence, France: Institut d'Administration des Affaires, 1975.

Lovelock, Christopher H. and Weinberg, Charles B. "Public and Nonprofit Marketing Comes of Age." Review of Marketing 1978, Zaltman, Gerald and Bonoma, Thomas V. (eds.). Chicago: American Marketing Association, 1978, 413-452.

Marek, John J. Marketing Analysis and the Arts Organization. Unpublished Masters Thesis, University of Wisconsin-Madison, 1976.

Metropolitan Cultural Alliance. Getting in Ink and on the Air: A Publicity Handbook. Rev. ed. Boston: Metropolitan Cultural Alliance. Forthcoming (publication date as yet undetermined).

Miller, Sally M. Audience Research: Necessity or Managerial Responsibility. Unpublished Masters Thesis, University of Wisconsin-Madison, 1974.

Nash, George. Art Museums as Perceived by the Public. Cambridge: Art Associates, Inc., and the New York State Council on the Arts, 1974.

National Association of Broadcasters. If You Want Air Time: A Publicity Handbook. Washington, D.C.: National Association of Broadcasters, 1977. Available from Station Services, National Association of Broadcasters, 1771 N St., NW, Washington, DC 20036. Single copies free.

National Communication Council for Human Services and Public Relations Society of America. Managing Your Public Relations: Guidelines for Nonprofit Organizations. New York: National Communication Council for Human Services, 1977.

Koestler, Frances E. Planning and Setting Objectives.
Schmidt, Frances. Using Publicity to Best Advantage.
Ducas, Dorothy. Working with Volunteers.
Weiner, Harold N. Making the Most of Special Events.
Norton, Alice. Measuring Potential and Evaluating Results.
New, Anne L. and Bates, Don. Using Standards to Strengthen Public Relations.

Available from Donna Erickson, Public Relations Society of America, 845 3rd Ave., New York, NY 10022. ($12/set or $2.50/guide.)

Newman, Danny. "A Revolution Called Subscription." Dance Magazine Annual 1969, 130-132.

Oaks, L. Robert. Communication by Objective: How Non-Profit Organizations Can Build Better Internal and Public Relations. South Plainfield, N.J.: Groupwork Today, 1977.

Purrington, Bruce R. "Building Better Audiences." The Clearing House, April 1969, 497-499.

Reiss, Alvin H. "Public Relations and the Arts." Musical America, 83 (Feb. 1963), 44-45.

Richman, Saul. Public Information: Handbook for Foundations. New York: Council on Foundations, 1973.

Ricklefs, Roger. "Museums Merchandise More Shows and Wares to Broaden Patronage." Wall Street Journal, 55, No. 213 (14 Aug. 1975), 14.

Rivers, William L. and Slater, William T. (eds.), Aspen Handbook on the Media. Palo Alto: Aspen Institute.

Rockefeller Panel Report. The Performing Arts: Problems and Prospects. New York: McGraw-Hill, 1965.

Runyon, Jean and Saltzmann, Estelle. No-Cost Public Relations for the Arts. Available from The Runyon Agency, 2131 L St., Sacramento, CA 95816. $2.50.

Samuels, Jack Berry. Marketing of Campus Activities, Programs, and Services. Research Paper. Available on microfiche from Association of College Unions International, P. O. Box 7286, Stanford, CA 94305.

"The Seattle Repertory Theatre: Arts Management and Audience Development in the Pacific Northwest." Theatre Crafts, November/December, 1975, 13-15; 29-35.

Selden, Samuel. Theatre Double Game. Chapel Hill: University of North Carolina Press, 1969.

Shemel, Sidney and Krsilovsky, M. William. This Business of Music. Rev. ed. New York: Watson-Guptill, 1977.

Simon, Bernard. Publicity Releases--How to Prepare and Submit Them. New York: Package Publicity Service, Inc., 1967. Available from publisher at 1501 Broadway, Suite 1314, New York, NY 10036.

Smith, George Alan. "Arts Administrator Need and Potential in New York State, A Study for the New York State Council on the Arts." Performing Arts Review, 1 (1969), 127-159.

Stewart, M. "Market Strategy: A Constructive Approach." The Planner, September 1974, 827-829.

Toffler, Alvin J. "The Art of Measuring the Arts." Aesthetic Education, January 1970, 53-72.

Touring Office of the Canada Council. Sponsors' Handbook for Touring Attractions. Ottawa, Ontario, Canada: The Canada Council, 1976.

SURVEYS

I. Arts Attitude and Participation Surveys

Americans and the Arts--A Survey of Public Opinion, American Council for the Arts.

Arts and the People--A Survey of Public Attitudes and Participation in the Arts and Culture in New York State, American Council for the Arts in Education, Inc.

Californians and the Arts--A Survey of Public Attitudes Toward and Participation in the Arts and Culture in California, California Arts Commission.

Winston-Salem/Forsyth County: Public Perspective on the Arts, Arts Council of Winston-Salem.

II. Economic Impact Studies

American Council for the Arts, Community Arts Agencies: A Handbook and Guide. Includes a model economic impact survey instrument based on a survey designed by the Greater Philadelphia Cultural Alliance. (See reference in Secondary Sources section.)

National Endowment for the Arts, Economic Impacts of Arts and Cultural Institutions: A Model for Assessment and a Case Study in Baltimore. Research Division Report No. 6.

List of economic impact studies at state and community level compiled by the American Council for the Arts. Available from Bob Porter, American Council for the Arts, 570 Seventh Ave., New York, NY 10018.